



# MASTER DATA VISUALIZATION

## CERTIFICATE PROGRAM IN TABLEAU & DATA VISUALIZATION DESKTOP | SERVER | ONLINE



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**EDUCATION LANES**

A Mahindra Group Initiative

# FORE SCHOOL OF MANAGEMENT

FORE School of Management, having its Campus at B-18, Adhitam Kendra, Qutub Institutional Area, New Delhi (under the aegis of Foundation for Organizational Research and Education (FORE), a non-profit autonomous organization) was established in 1992. With a sharp focus on Management Education, Management Development Programs, Consulting and Research, and with 32 full time well qualified faculty FORE stands amongst the Top Business Schools in the country.



## PROGRAM DIRECTOR



### PROF. SHILPI JAIN

**Associate Professor- Business Administration (IT), FORE School of Management**  
(Ph.D.)

With close to 2 decades of experience in the Academia & IT industry, Prof. Jain has held research positions in a variety of functional areas. During her stint at Infosys Research Labs, she has designed prototypes for virtual teams enabling paired programming, country risk analysis framework, and a prototype for dynamic resource sharing across geographies.

Her current research is in applied and empirical software engineering, user behavior on social media & e-commerce, digital inclusion at grassroots level, and adoption of disruptive technologies, which includes digital currency, gamification, and enterprise systems on cloud. At present, she is a co-chair of a funded longitudinal policy research project which aims to evaluate the impact of internet connectivity in rural India and its' influence on the regularization of Rural Telecom ISPs.

## PROGRAM OBJECTIVES & DESCRIPTION

- To acquaint the participants with the knowledge of streamlining the analysis and highlight their implications efficiently using smart visualizations (without any coding)
- To apprise the participants of the usage of GUI based data analytics techniques and helping those becoming experts in communicating business-relevant implications of data analysis.
- To familiarize the participants with the knowledge as to how without incorporating any coding techniques, they can structure the data and align it with the expectations of various stakeholders.
- To acquaint the participants with the knowledge of connecting & creating interactions among disparate data sets, designing summaries & visuals to further use them for business decision making.
- To accustom the participants to the knowledge of creating persuasive business stories from data points and presenting them in the form of storyboards and dashboards for easy comprehension.



### ELIGIBILITY

- Graduates in any discipline.

### PROGRAM SCHEDULE

Duration: 2 Months

Timing: 7.30 pm - 9.30 pm on Tuesdays & Thursdays

# PROGRAM CONTENT

## WEEK 1

- Introduction to Data Summarization & visualization
- Need of visualization and visualization types
- Understanding visualization context and accordingly select the visual types
- Cognitive vs Perceptual Design Principles

## WEEK 2

- Visualization Design Principles & Standards (Best Practices)
- Visualization Challenges
- Ineffective vs Effective Visuals
- Visualization Data Models & variables, Visualization Tools
- Introduction to the data visualization software Tableau
- The Tableau Interface
- Distributing and Publishing on Tableau
- Getting Started with Tableau

## WEEK 3

- Managing Metadata
- Establishing data connections in Tableau
- Importing data in Tableau
- Tableau data types
- Data Preparation with Text and Excel Files
- Preparing tables for analysis in Tableau
- Exploring Tableau tools

- Types of Joins in Tableau
- Joins, Cross Joins
- Data Blending

## WEEK 4

- Tableau connecting to PDFs, Cubes
- Introduction to Visual Analytics
- Drill down the Hierarchies
- Sorting, Grouping & Creating Sets in Tableau
- Case Study Analysis with Tableau – How to analyze sales data, environment data with tableau?
- Filters & Parameters
- Table calculations (Quick & Custom)
- Mapping with Tableau (geocoding, custom mapping, dual mapping etc.)
- Data Visualization case studies from Marketing, HR, Operations, Finance and e-commerce & telecom domain

## WEEK 5

- Expert Interaction – Data Visualization in e-Commerce and Digital Marketing
- Expert Interaction – Data Visualization in Marketing, HR, Finance and e-governance

## WEEK 6

- Advanced Calculations
- Aggregation, Granularity, and Ratio Calculations

- Date & Time, Logic, String, Time, Number calculations
- Fixing incorrect sorts
- Integrate R & Tableau
- Charts & Graphs - Bollinger, Bump, Control, Funnel, Pareto Charts

## WEEK 7

- Forecasting, Clustering and Time series analysis
- Mapping and geo-mapping
- Editing Unrecognized locations
- Spatial Files
- Custom Geocoding
- Web Authoring

## WEEK 8

- Dashboards & Storyboards
- Introduction to Dashboards
- Formatting Tooltips, Trend lines, Reference Lines
- Excel vs Tableau Dashboard distinction
- Creating first Dashboard in Tableau
- Creating Interactive dashboards
- Designing and Publishing Dashboards
- Introduction to business storyboard
- Principles of designing business storyboard
- Why stories are important in business
- Creating a Storyboard
- Assessment & Feedback



## PEDAGOGY

It is a hands-on course that will be taught with the help of **case studies, live corporate examples** and **practical exercises**. In order to provide greater industry insights, business leaders from different industries will be invited to share their expertise & insights.

**PROGRAM FEES: ₹25,000 + GST** (Early bird discount of ₹5000 for limited period)

**Mode of Payment:** Registration and Total Fee shall be collected through electronic or online transfer basis by payment gateway in the name of Tech Mahindra Private limited or Demand Draft in favor of “Tech Mahindra Growth Factories Ltd” payable at Noida.

## ABOUT US

Education Lanes (An initiative by Mahindra Group) is virtual-interactive learning through internet and cloud based education and training service, for Corporate/ Working professionals & Students. Education Lanes has been ideated on the concept “Anytime, Anywhere Learning” wherein the constraints of location, time & accessibility are bridged. Education Lanes caters to all segments of the society. Executive for working professionals who are aspiring to learn from Premier Institutes, Vocational/ skill development courses for the segment which is far from fringes. Not only the remote students can watch the live sessions, they can interact with the presenter using the in-built two way audio/video Communication feature.

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